



Better Data for Better Decision Making

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- Overview of Data
- Where are we using data?
- Continuum of Org Data Use
- Data Quality & Bias
- Data driven decision making thinking
- Potential Pitfalls
- Working with data adverse workers



Where are we using data?



Continuum of Organizational Data Use

Data Denial

Data
Indifference

Data Aware

Data
Informed

Data Driven



Data Quality

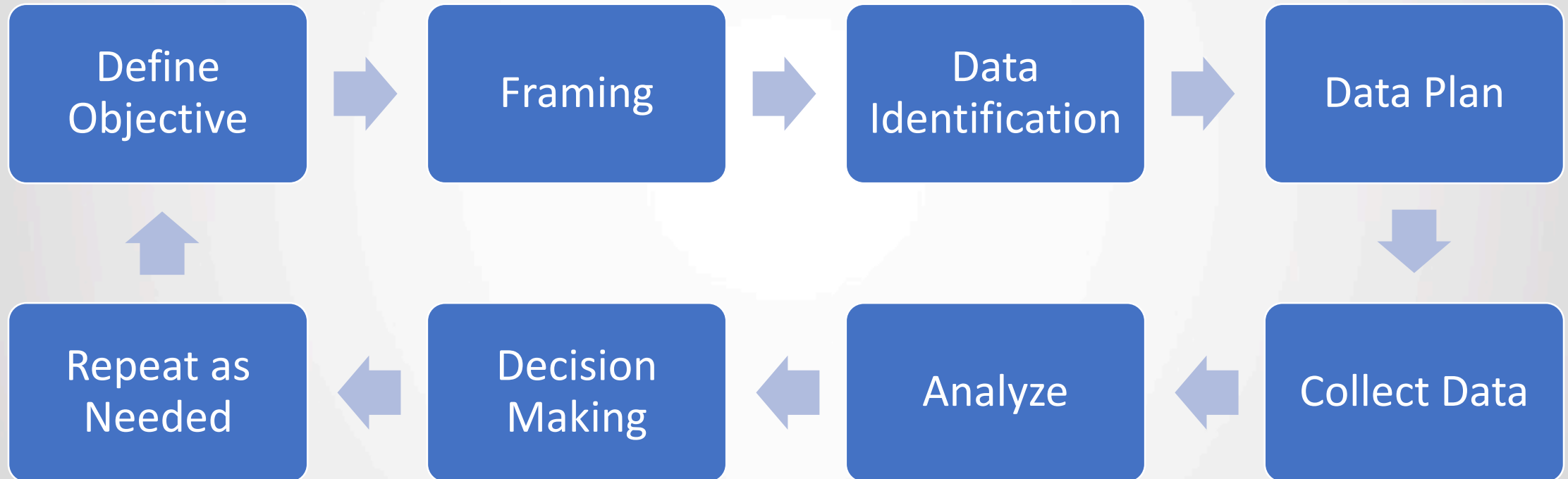




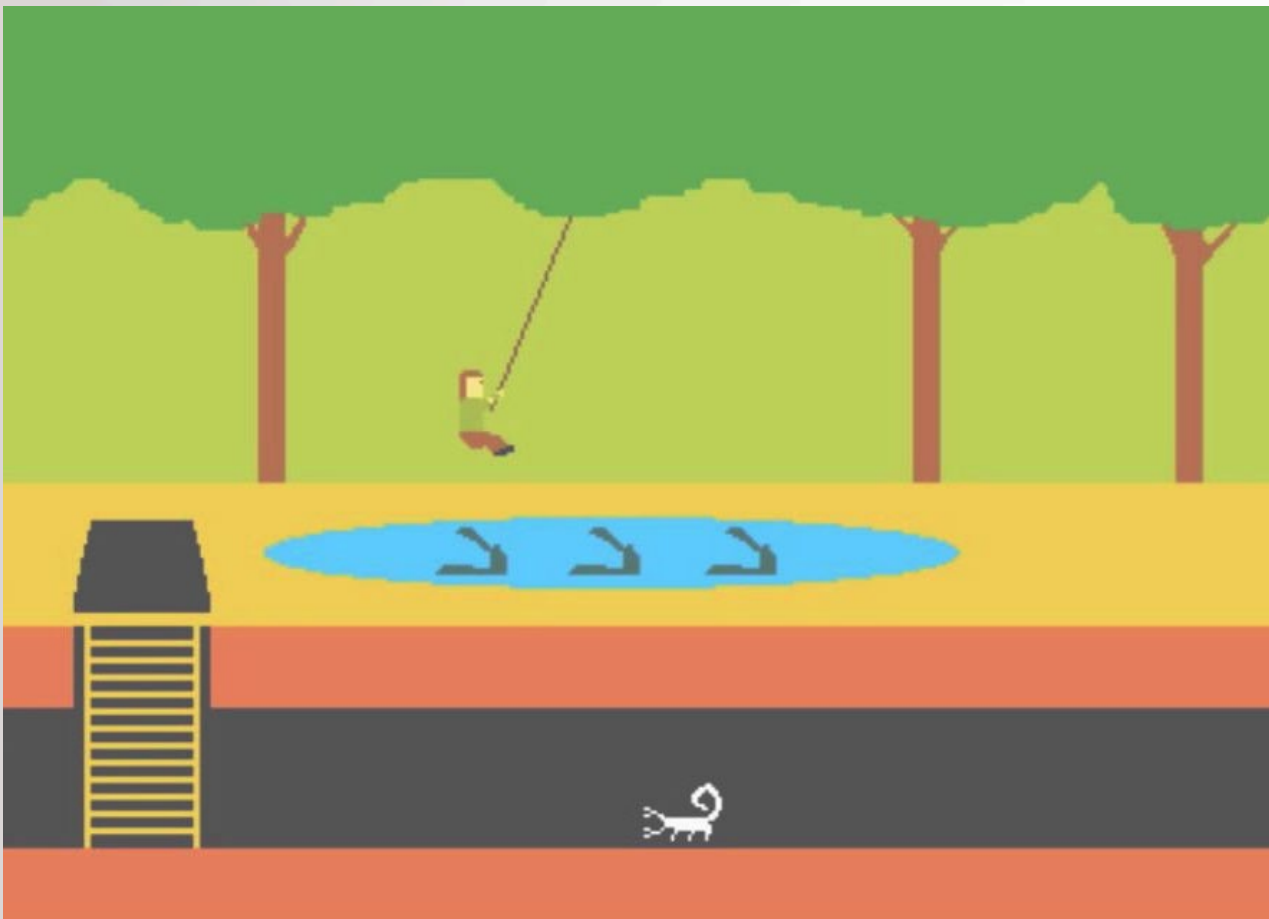
Thinking About Bias

- Selection Bias
- Recall Bias
- HiPPO
- Groupthink
- Sunk Cost Fallacy
- Texas Sharp Shooter Fallacy
- IKEA Effect

Data Driven Decision Making



Potential Pitfalls



- Cognitive and Statistical Bias
- Intolerance of failure
- Ignoring the cost of data
- Over-reliance on data
- Privacy concerns



Managing Those Who are Data Adverse

People aren't apathetic to data as much as they are afraid of it.

- Frame data as tool for everyone to use.
- Don't overpromise what data will do.
- Show data in action.
- Emphasize that data is a supplement tool, not a total replacement for experience.
- Educate and Communicate

- Data is only part of the story.
- Expect human behavior.
- Be OK with failing.
- Data will not replace judgement.





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